



PRESS RELEASE

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COVERED CALIFORNIA FINALIZES CONTRACT WITH WEBER SHANDWICK; RETAINS OGILVY PUBLIC RELATIONS *Firms Will Handle Advertising, Public Relations Work Through 2014*

Covered California™ today announced it has hired Weber Shandwick, a leading global public relations firm with significant experience in health care marketing, to develop and implement a creative marketing and paid media campaign through April 2015. Covered California will retain Ogilvy Public Relations to assist on media relations and community outreach functions.

“We believe the health care experience of Weber Shandwick, coupled with their work with the federal exchange, will create significant results and cost savings opportunities,” said Covered California’s Executive Director Peter V. Lee. “We also will retain Ogilvy’s services for media relations and establishing our community outreach network that is so vital to our success.”

Weber Shandwick’s contract with Covered California includes strategy and overview for the paid advertising campaign, creative development and production of advertisements, social and digital media strategy and execution, and collateral material development for consumers.

Weber Shandwick has considerable expertise in health benefit exchanges from having worked for six years with the Massachusetts health exchange – the Massachusetts Connector. It has been recently hired by the federal Health Insurance Marketplace. The integration with other health insurance marketplaces will likely reduce cost by sharing effective advertising products.

Contract funding is part of a federal grant to implement and educate potential enrollees about Covered California. No state general fund money is used for this contract.

The majority of the contract will go to purchasing California based media including multi-ethnic and multi-language television, radio, print, billboards and social media. The two-year contract assigns Weber Shandwick an estimated \$12 million in fees for overseeing \$86 million of spending on advertising placements.

Covered California also will continue using Ogilvy Public Relations for media and public relations, and multi-ethnic community outreach efforts, including establishing a network of volunteers and business partnerships.

“This is truly an exciting time. We’ve just announced an outstanding selection of quality health plans with pricing rates that benefit consumers,” Lee added. “Now, with the pairing of two of the nation’s premier media companies, Covered California is positioned to create an abundance of awareness over the next year and half, and assist millions of Californians to enroll in a health insurance plan that delivers the care they deserve.”

About Covered California

California was the first state to create a health benefit exchange following the passage of the federal health care law. Covered California is charged with creating a new insurance marketplace in which individuals and small businesses can get access to health insurance. With coverage starting in 2014, Covered California will help individuals compare and choose a health plan that works best for their health needs and budget. Financial help will be available from the federal government to help lower costs for people who qualify on a sliding scale. Small businesses will be able to purchase competitively priced health plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits. Covered California is an independent part of state government whose job is to make the new market work for California’s consumers. It is overseen by a five-member board appointed by the Governor and Legislature.

For more information on Covered California, please visit www.CoveredCA.com.

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